



## **BEARFACTS 1996 – 2006 Santa Cruz , California [06087]**

Santa Cruz is one of 58 counties in California. It is part of the [Santa Cruz-Watsonville, CA \(MSA\)](#). Its 2006 population of 250,523 ranked 24th in the state.

### **PER CAPITA PERSONAL INCOME**

In 2006 Santa Cruz had a per capita personal income (PCPI) of \$45,194. This PCPI ranked 9th in the state and was 114 percent of the state average, \$39,626, and 123 percent of the national average, \$36,714. The 2006 PCPI reflected an increase of 7.6 percent from 2005. The 2005-2006 state change was 5.8 percent and the national change was 5.6 percent. In 1996 the PCPI of Santa Cruz was \$27,941 and ranked 10th in the state. The 1996-2006 average annual growth rate of PCPI was 4.9 percent. The average annual growth rate for the state was 4.6 percent and for the nation was 4.3 percent.

### **TOTAL PERSONAL INCOME**

In 2006 Santa Cruz had a total personal income (TPI) of \$11,322,039\*. This TPI ranked 23rd in the state and accounted for 0.8 percent of the state total. In 1996 the TPI of Santa Cruz was \$6,738,519\* and ranked 22nd in the state. The 2006 TPI reflected an increase of 7.6 percent from 2005. The 2005-2006 state change was 6.5 percent and the national change was 6.7 percent. The 1996-2006 average annual growth rate of TPI was 5.3 percent. The average annual growth rate for the state was 5.9 percent and for the nation was 5.4 percent.

### **COMPONENTS OF TOTAL PERSONAL INCOME**

Total personal income includes net earnings by place of residence; dividends, interest, and rent; and personal current transfer receipts received by the residents of Santa Cruz. In 2006 net earnings accounted for 69.9 percent of TPI (compared with 68.3 in 1996); dividends, interest, and rent were 19.9 percent (compared with 21.3 in 1996); and personal current transfer receipts were 10.3 percent (compared with 10.4 in 1996). From 2005 to 2006 net earnings increased 7.1 percent; dividends, interest, and rent increased 9.3 percent; and personal current transfer receipts increased 8.4 percent. From 1996 to 2006 net earnings increased on average 5.6 percent each year; dividends, interest, and rent increased on average 4.6 percent; and personal current transfer receipts increased on average 5.2 percent.

### **EARNINGS BY PLACE OF WORK**

Earnings of persons employed in Santa Cruz increased from \$6,029,449\* in 2005 to \$6,439,684\* in 2006, an increase of 6.8 percent. The 2005-2006 state change was 5.6 percent and the national change was 5.7 percent. The average annual growth rate from the 1996 estimate of \$3,889,512\* to the 2006 estimate was 5.2 percent. The average annual growth rate for the state was 6.2 percent and for the nation was 5.5 percent.

*\*Note: All income estimates with the exception of PCPI are in thousands of dollars, not adjusted for inflation.*

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